

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

GLADIOLUS LOS ANGELES

WHOLESALE BULLETIN No. 5

LOWER PRICES

Most of you who wish to buy will be glad to note the reduction in the price of Los Angeles. Those who bought bulbs one or two years ago and who now have bulbs to sell may feel some disappointment that the price has fallen. I have kept the promise I made in 1924 that I would not reduce the price except to meet competition for three years. I also stated that I did not intend to sell bulblets or planting stock until 1928 unless compelled to do so by competition. The prices I am quoting in this bulletin have already been set by my competitors. They also quote bulblets and planting stock freely—therefore I must meet their prices or quit.

FUTURE PRICES

The price of any commodity is governed by supply and demand. During the past three years I could have made more by underselling others on the Los Angeles. In the beginning I supposed I could more effectively control the price than the events proved possible. I believe the reduction has been gradual enough to permit all to make a good profit. At least I have done my best and have sacrificed my own personal interest in one way. On the other hand if I had led instead of followed in price reduction on Los Angeles it would have reflected discredit on me and that is a poor business policy.

After three years of effort to control the price of the bulbs of Gladiolus Los Angeles I must admit that although I have been able to prevent a too rapid decline in the price, I surely have not "controlled."

But compare the drop of Los Angeles with that of Henry Ford and Orchid.

If a variety can be multiplied tenfold a year and drops one-half in price one can surely make a good profit.

The demand for Los Angeles bulbs is so great that in my opinion the market will no doubt absorb all that are produced in the next three years at \$35.00 to \$50.00 per 1000.

Evidently future prices will be determined by circumstances which I can affect in only one way. I can advertise and give publicity to the variety and thus help to create a greater demand.



Gladiolus Los Angeles

BROADCASTING

GLAD FANS, TUNE IN!



This is the "Gladiolus Los Angeles" speaking. I was named for the "City of the Angels," where I was born and where they love me so much. My petals are a beautiful grenadine or orange tinted pink. They call me

The "Cut and Come Again" Glad because I often send up new spikes after the old are cut. I am almost

Everblooming

but not quite as that is not possible. I often give over 100 blooms from one bulb.

They say I am exquisite and they love me in Hollywood, Beverly Hills and Everywhere. I want you to love me, too.

My Daddy says I may come and bloom in your garden this Summer. I want to. May I? Just send my Daddy \$1 for three big "me's" or four medium size "me's" and I'll hop on the next train. Meet me at the P. O. I'll be wearing a postage stamp.

I am California sunshine; I am Nature and Art; I am dainty femininity; I am a candy lollipop; I am the lovely dream you had last night; I am the Gladiolus Los Angeles.

My Daddy tells about me and my sisters in a little book, "New Creations in Gladioli, Iris and other Bulbs." He wrote a story that has been praised by many famous people and put it in the book. It's free. Isn't my Daddy's name funny? It's

CECIL E. HOUDYSHEL,

DEPT. S. SAN DIMAS, CALIFORNIA

Here is a sample ad which has appeared once in a magazine which has about 1,000,000 circulation and will appear again in it.

An electro like the picture in accompanying ad will be furnished for your catalog for \$2.50. One about twice as large will cost \$5.00.

Retail Price

of the Los Angeles for 1928 will be 25 cts. each, \$2.50 per doz., \$20.00 per 100 in my catalog. Smaller bulbs will also be offered, No. 6 at \$1.00 per doz. and medium sizes at about \$1.50 per doz.

Wholesale Price

Wholesale price of Los Angeles for 1928:

	Per 1000	Per 100
No. 1	\$75.00	\$10.00
No. 2	65.00	8.00
No. 3	55.00	6.00
No. 4	40.00	4.50
No. 5	30.00	3.50
No. 6	20.00	2.50

Bulblets per 1000.....\$2.50
Bulblets per Quart.....\$10.00

If interested in a bushel, write.

Postage or express prepaid anywhere. Remember this when you compare prices.

PRICE GUARANTEE

Hereafter I expect to meet competition on prices. I do not believe any lower prices will be quoted on Los Angeles this year. However if good true stock is sold at lower prices and in a quantity to be of importance during this season I will meet the price. Those customers who have paid a higher price will have an additional number of bulbs sent them to adjust. It is not at all likely that this will occur, but I will give this guarantee against price reduction to my early customers.

I can ship bulbs any time after December 1st, possibly earlier if necessary. I will advise shipment in February, March or April. I will pack and guarantee against frost.

If you order for future delivery send check for full amount if convenient, but will hold for 25 per cent.

GLADIOLUS LA VERNE

Will be listed this year in my retail catalog for 50 cents each or \$5.00 per dozen. Wholesale price each 25 cents, per dozen \$2.50, per 100 \$20.

OTHER HOUDYSHEL ORIGINATIONS

are offered to growers at 25 per cent less than retail prices as given in 1928 catalog. These retail prices will be as follows for each bulb: Le Cygne, \$10.00; Mary Jane Coole, 50 cents; Crepe, 75 cents; Goldstone, \$10.00; Señor Esperidion, \$5.00; Rose o' California, \$2.50; Señorita Luisa, \$5.00; Sunny Sonny, \$1.00.

EXCHANGES

I can use 100 to 1000 bulbs of nearly all varieties listed in my catalogue if priced at lowest market price. If I take bulbs in exchange they must be articles that I would otherwise have to purchase, priced to compete with what I could do if paying cash. They are usually accepted for one-half of bulbs purchased from me. I need quite a number of varieties of novelty class that are not listed in my catalogue. What have you?

THE COMING FLORISTS GLAD

Is the Los Angeles. We can give you information to prove that if you ask for it. It captures the business in any market when offered.

CECIL E. HOUDYSHEL

SAN DIMAS, CALIFORNIA

